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GLASS NOT IN
MELLOW MOODNew Cloak and Suit Play
Has Fun, but No
Sentiment

"Object—Matrimony," a comedy by Montague Glass and Jules Eckert Goodman, at the Cohan and Harris Theatre. Staged by John Cromwell. Presented by William A. Brady.

THE CAST
Mrs. Hattie Sachs Mathilde Cottrell
Joseph Zwickel Joseph Zwickel
Clara Felt Clara Felt
J. Leibold J. Leibold
Milton Sachs Milton Sachs
Julius Leibold Julius Leibold
Birdie Leibold Birdie Leibold
Joe, Office Boy Joe, Office Boy
First Maidman First Maidman
Second Maidman Second Maidman
Louis Miller Louis Miller
Isaac N. Heller Isaac N. Heller
Valter Valter
Leader of Orchestra Leader of Orchestra
William Boyd William Boyd

By HEYWOOD BROWN

Montague Glass has broken his rose-colored spectacles. The people of the cloak and suit trade fare much more harshly at his hands in "Object—Matrimony" than they did in the two plays about Abe and Mawruss. Seemingly Mr. Glass no longer contends that a man may be an open target for Samuel Hopkins Adams in his business dealings and yet a model husband.

The new play has almost as much humor as the ones about Potash and Perlmutter, but it lacks the mellow quality which did so much to round out those studies of Jewish character. In the earlier plays Mr. Glass undoubtedly exaggerated probability for the sake of sentimental appeal. It was asking a good deal to request the acceptance of the fact that Potash and Perlmutter were willing to beggar themselves for the sake of a forlorn fugitive from Russia. However, people did believe it for hundreds of nights in all parts of the world. The incident itself might have been improbable, but it was a symbol for a truth. Mr. Glass pointed out that the Jew, whom the world thought of only as a money grubber, was at heart a crass sentimentalist.

Shakespeare found this out a good many years before, and embodied his discovery in an interesting play, although he lacked the skill of Mr. Glass in developing the humor of dialect. Shylock, you may remember, insisted upon his pound of flesh, not because he was a business man, but because, like all sentimentalists, he glorified his hates just as he did his loves.

But the authors of "Object—Matrimony" have followed neither Shakespeare nor the Montague Glass of other seasons. Their play deals with neither loves nor hates. It is concerned only with the laughable characteristics of the Jewish tradesman. Although almost always funny the play is seldom kind. We laughed with Abe and Mawruss, but our mirth is directed only at Zwickel and Leibold.

The best player in "Object—Matrimony" is Jess Dandy. His Joseph Zwickel is written in a such a compass that the Abe Potash with which Barney Bernard astonished New York last season. Probably Mr. Dandy has not the power of Mr. Bernard, but it is hardly fair to assume this much, as the part certainly gives him no such wide opportunities. Zwickel is not unlike Potash. He, too, is a pessimist, but the malady has struck deeper than in the case of Potash. In him suspicion has degenerated into a morbidness. As a matter of fact all the folk of the piece are a rather sorry lot and they play a mean game. The hero sets out deliberately to save his business by engaging himself to a girl whom he has no intention of marrying. It is true that Birdie is fat, but Maelyn Arbuckle, Frank McIntyre and a score of others have disproved the theory that adipose tissue is anesthetic.

During the greater part of the play it is possible to laugh at the woes of Birdie, but there is always the danger that at the last minute unbidden sympathy will arise for her. In order to divert friendship from the luckless girl Glass and Goodman have made her very homely and her father, Julius, meaner than all the rest. It is Julius who auctions off the wedding breakfast to the faithless bridegroom in the last act when Milton admits that he is going to marry Clara and not Birdie.

Marjorie Wood gives a spirited performance as Clara, and Jules Jordan an amusing Lesengelt. Jean Temple makes Birdie sufficiently ludicrous. Mathilde Cottrell does well in a part more limited than those afforded her in the two previous Glass productions.

The play is to be commended because it has a relation to life despite its exaggerations. This relation is not as close as it might have been if the authors had not insisted on keeping their characters fat and showing only one side. The humor of the play is abundant, but it could afford to trade a good many clever lines for one such scene as that between Potash and his wife after failure has come upon them. After all, there are three dimensions and maybe four to life.

CONCERT OF FRENCH SONGS

Larrieu to Present Works Before Alliance Francaise.

The Alliance Francaise will give a concert to-morrow evening at Aeolian Hall, at which the poet-composer, Albert Larrieu, will bring out several of his songs, sung by Mme. Lecomte, who has come with him from France and accompanied by himself at the piano.

Mr. Larrieu has just been released from military duty in France, and hopes to serve his country abroad by acquainting Americans with his poems and songs, so essentially French in spirit and character. Although he is from the south of France, a compatriot of Mistral and Daubert, he has written songs depicting the spirit of other French provinces, notably Brittany.

Mme. Lecomte is a pupil of Dupre and has appeared in light opera in Paris and out of France. Mme. France Arel, who recites his poems, holds a degree from the University of Paris and was trained by an artist of the Comedie Francaise. Mr. Larrieu will have the assistance of the violinist Reber Johnson.

NEWS OF PLAYS
AND PLAYERS

Reopening of the Century
Is Postponed Until
November 6

In accordance with the trend of the times, announcement was made yesterday that the reopening of the Dillingham-Ziegfeld Ziegfeld-Dillingham Century has been postponed until November 6. The premiere had previously been scheduled for November 2. Vera Maxwell and Billie Allen in the interim will be added to the already superimposed cast.

The opening at the Century was originally announced for early in October, and the various delays are construed as explaining why the theatre is called the Century. By opening on November 6, however, the Century will still be eligible for the election crowds, although it is understood that Messrs. Ziegfeld and Dillingham are hopeful that the election will be postponed until some time in December.

An additional postponement is that of "Der Gatte des Frauleins" at the Irving Place. Tolstoi's "Der Lebende Leichnam" will be continued until October 31.

Percy Ames, last seen hereabouts in "The Cohan Revue," has been added to the forthcoming "Strike the Lyre."

Otto Harbach, who has been insisting that "The Silent Witness" would return to New York in October, was formally vindicated yesterday. The piece will play a week at the Majestic in Brooklyn, opening on Monday, October 30.

The Washington Square Players, at the Comedy, will present a new bill during the week of November 6.

Taking no chances on the outcome of the struggle, the management of "Arms and the Girl" at the Fulton has invited the members of the West Point football team to attend the performance on the night before the Navy game.

Jules Eckert Goodman, who now has plays running in the Panch and Judy, the Playhouse and the Cohan and Harris, last night expressed the hope that "Object—Matrimony" would be moved further south so that he could save taxicab bills.

Albert Bruning will be in the cast of "The Yellow Jacket" during the matinees at the Cort.

Winchell Smith and John L. Golden, producers of "Turn to the Right," are at present cutting down expenses by using blue stationery instead of white. G. S. K.

HUMANE SOCIETY MAN
ACCUSED OF BRIBERY

Agent Held on Charge of Releasing Prisoner for Pay

James Hazard, of 210 West Eighth Street, an agent for the Humane Society, was arraigned yesterday before Magistrate Simms in the Tombs Court, charged with bribery. The complainant, Frederick W. Lange, a truckman, of 44 North Moore Street, charged that on July 31 last Hazard accepted his check for \$5 to release from arrest John Come, one of the complainant's drivers.

At a dinner given by the Horse Owners' Association a few weeks ago, Mr. Lange related the incident, and officers of the association, after an investigation, turned the case over to District Attorney Swann. Magistrate Simms held Hazard in \$1,000 bail for examination to-morrow.

Announcement

THE awarding of \$2.00 and \$50.00 prizes for each letter printed in The Ad-Visor Department has served its purpose, we believe, in acquainting our readers with the value of this Tribune feature. The practice of giving these prizes will be discontinued, beginning with letters received on and after November first.

WILSON IN 1909
ASSAILED UNIONS

Letter to Labor Leader
Charged They Limited
Production

The Republican National Committee gave out last night a letter written by Woodrow Wilson in June, 1909, when he was still president of Princeton University, and not a candidate for any public office, to show that he has reversed his attitude toward labor.

The letter was written in reply to one from Edgar R. Lavery, an organization labor man in this city, who asked Mr. Wilson to give him his authority for the following statement in his baccalaureate sermon in 1909:

"You know what the usual standard of the employee is in our day. It is to give as little as he may for his wages. Labor is standardized by the trades unions, and this is the standard to which it is made to conform. No one is suffered to do more than the average workman can do; in some trades and handicrafts no one is suffered to do more than the least skillful of his fellows can do within the hours allotted to a day's labor, and no one may work out of hours at all or volunteer anything beyond the minimum."

"I need not point out how economically disastrous such a regulation of labor is. It is so unprofitable to the employer that in some trades it will presently not be worth his while to attempt anything at all."

Mr. Lavery wrote Mr. Wilson under date of June 10, 1909, concluding his letter as follows:

"As a matter of course, a president of a university of the reputed standing of Princeton would not make statements in his baccalaureate address unless he knows, or, at least, fully believes, that his statements are true. Therefore it ought not to be a difficult matter for you to oblige me with the names of those labor unions whose laws, or even policies, bring about the results you specify."

"Your letter of June 15th contains a very proper challenge. I quite agree that I ought not to make the statements I did make about the trades unions, unless I were able to cite cases in verification of my statements. 'I, of course, had no individual trades union in mind when I can name by number, but I had in mind several cases of buildings in New York City, for example, the brick layers working on which spent about one-third of the day sitting around smoking their pipes and chatting, because they had laid the number of bricks to which they were limited for the day by the union to which they belonged. I had in mind numerous experiences of my own in dealing with workmen in Princeton, where I once found it impossible, for example, on a very cold evening, to get a broken window pane replaced at the house of an invalid friend, because the prescribed labor hours of the day were over and the glazier could not venture, without risk, to do it. I had in mind scores of instances, in short, lying within my own experience and in those of my friends, which gave legal proof of my assertions, but the evidences I have are entirely sufficient to convince me of the general truth of the statement I made."

"I, of course, could not, in the case of more than one or two of these instances, give legal proof of my assertions, but the evidences I have are entirely sufficient to convince me of the general truth of the statement I made."

8-HOUR DAY BEST,
SAYS SCIENTIST

Good for Industry and Society, Prof. Lee Tells Health Association

Cincinnati, Oct. 25.—"The economic argument that industry can thrive only with a long day and that any curtailment of it would be destructive, can be met very effectively by the fact that shortening the working period even to eight hours almost invariably increases the quantity and improves the quality of output."

Dr. Frederick S. Lee, professor of physiology in Columbia University, thus answered the question, "Is the eight-hour working day rational?" at the American Public Health Association meeting here to-day.

Dr. Lee made it plain he was not in any sense considering the political aspects of the eight-hour problem. The eight-hour problem is primarily a problem of physiology; if the physiological effects of any kind of labor are bad, its conditions ought to be changed," he said. "This is fundamental, and should precede any consideration of the economic and social effects of a change of conditions. Labor produces fatigue and, when continued further, exhaustion."

"In fatigue the physiological powers are weakened, and in exhaustion this may pass on to increased susceptibility to disease, neurasthenia, immorality, intemperance and even crime. Excessive industrial work is often responsible for these serious results."

GERMAN SONGS GIVEN
BY LOUIS GRAVEURE

Barytone Well Received by Aeolian Hall Audience

Louis Graveure gave a song recital yesterday afternoon in Aeolian Hall before a large and interested audience. Mr. Graveure was in excellent voice, which means that he was in voice surpassed by few singers now appearing on the concert stage.

In his sense of the necessities of better singing he has improved, and he has left the Wilfrid Doughty of comic opera days far in the distance. There were times yesterday when he failed to connect with the pitch, and at other times a greater amount of polish might have been wished for, but on the whole he showed that he has won a distinct place on the concert stage.

Of the German lieder he sang Schubert's "Gretchen's Song" with much delicacy and feeling for nuance, and he put spirit into the same composer's "Der Kontrabandist." On his programme were several numbers by Bainbridge, one of which was entitled a "symphonic poem." This was "The Parting," and it seemed symphonic chiefly through its length, though it gave the barytone some chance to display the natural beauty of his tones. Play Graveure's accompaniments were tastefully played by Frank Bibb.

The
Ad-Visor

Thursday, October 26, 1916.

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

THE writer incloses two letters sent to his father by the Chandler Sales Company, 9 South Clinton Street, Chicago, the second of which, as a shining example of how NOT to write a sales letter is worthy of a larger circulation than we two individuals can give it. The sad part of it is that this letter was not written by an employee with a rather limited idea of what sells carbutors and creates goodwill among prospective buyers, but by one A. D. Chandler, president of a personage with a direct financial interest in the sales of his product. In connection with a magazine advertisement of this carbutor. He did not order it. It was, however, sent, and after looking it over and reading the accompanying sales literature he decided he did not want it, and sent it back by prepaid (52 cent) parcel post, advising Chandler of his action the same day.

A long letter was written by the Chandler Sales Company in response to Mr. Wardwell's protest at having a carbutor sent to him without his authorization. It was a discursive letter, a somewhat familiar letter as sales letters go, but still there was no impudence in it—for a sale was still a possibility. Contrast it with this communication which followed the shipping back of the carbutor:

We beg to acknowledge receipt of your favor of September 23, and note your statement that you are sorry we did not do as you asked, namely, send you particulars.

We want to state in reply, Mr. Wardwell, it seems to us as rather unjust that you should only refer to a part of your letter. While it is true you asked us to send you particulars, you also stated more emphatically that you would like to be shown, and there was just one way to show you: that was not to be done by sending you particulars nor by making any claims in regard to this carbutor. It was only possible to do this by sending you a carbutor, because it is only possible to show a man when you have the article that you want to show him right before him and you are able to demonstrate its merits.

We also are amused at your attempt to justify the position that you have taken by misquoting or intentionally misunderstanding the contents of our letter, in your statement to the effect that we seem to think it would be impossible to get a satisfactory adjustment without writing to us the trouble. Perhaps, Mr. Wardwell, you feel some excuse for us that that is about the poorest excuse that we have ever heard of. There was no such statement made in our letter. We did, however, state that if you had any trouble in getting a satisfactory adjustment and would write us as suggested in our letter, we would be glad to cooperate with you. We, of course, were egotistical in this respect to the extent of believing that in having designed and constructed this carbutor on an entirely different principle than has heretofore been employed in carbuting, and having tested it from every angle in order, to thoroughly acquaint ourselves with the effect of every adjustment, as well as endeavor to study how to eliminate any trouble that might develop in the adjustment of a carbutor, so as to properly eliminate it and not shift it to some other point, we therefore knew more about the proper adjustment of this carbutor, providing the novice had trouble in getting an adjustment, and could therefore cooperate with him.

Of course, we presume that in your extreme intelligence and reputation as an expert on teas and coffees it would carry you a considerable way in the proper adjustment of a carbutor. We, however, are frank to confess that we know little or nothing about teas and coffees, and we have no doubt that you would probably make any attempt on our part to tell you as to the merits of a particular tea or coffee. In your particular case, however, it would seem to be a poor rule that worked both ways. Frankly speaking, Mr. Wardwell, we wish to state that we do not believe your inquiry, in the first place, was made in good faith. In the second place, we believe that you are an idle curiosity seeker. In the third place, we believe that you are so egotistical in your own estimation that it is absolutely impossible for you to be told anything, even though it may be matters that are entirely foreign to your business.

Had we acted on our better judgment, we would not have sent the carbutor to you, in view of the correspondence that we have had with you before, and the action which you have taken simply is an evidence of the folly of assuming that a man who has once acted in bad faith can be expected to act in good faith.

CHANDLER SALES CO. (per A. D. C.)

If motorists who answer automobile accessory advertisements and who have not having unordered goods shipped to them, are to be belabored through the mails in this manner, there are breakers ahead for the accessory manufacturers. As a piece of unwarranted impertinence, this sales letter of the Chandler company goes into our records as a preeminently successful example of utterly inexcusable treatment.

I AM INFORMED that you published an article recently concerning the merits of Emerson Motor Company stock as an investment. If you did so, or if you have made an investigation concerning that company, I would be glad if you will give me the benefit of any information you have, as I desire it as a guide in the matter of purchasing stock of that company as a permanent investment.

S. IRA COOPER.

This concern's stock offers can find no place in the columns of The Tribune.

WE PRINTED a letter recently from one J. D. about a slotted-throat tennis racket, bought on the recommendation of a sign (and a clerk) that it would impart extra speed to his service, drive and smash. J. D. admitted that it was a mighty good racket, which he liked "loads better than any other" he had used. But he called the speed argument a baseless claim. Whereupon the maker wrote this friendly comment:

We compliment "J. D." on his very good natured little article. We are glad our sign, "Increase your service, drive and smash in tennis with a slotted-throat racket," brought him into our store. We would like to have more customers like "J. D." He has good sense; and this not only because he reads The Tribune, but he has a sense of "good taste," a sense of "balance," a sense of "strength"—we still believe, with no innuendo attached thereto, somewhere deep down in the sinews of his good tennis arm, a sense of "speed."

—all, says he, but the quality of speed. The speed quality has been mentioned in our advertising, and was mentioned verbally by our salesman to "J. D." The speed quality was not evident, as were the other qualities. It was theoretical. "J. D." was theoretically impressed and bought. Yet, in concluding his article, "J. D." states: "Why doesn't a concern like Harry C. Lee & Co. attempt to sell their rackets, which I know are mighty good rackets, for a price, without making baseless claims as to the 'speed' quality in no mistakable language. Come and see them, 'J. D.'"

We emphatically agree with "J. D." that no one engaged in the sporting goods industry should make "baseless claims." Viewed purely from a business standpoint, the disappointment resulting from heightened anticipation of a quality not actually present is a loss to the advertiser and to our own particular case. We have claimed that our rackets increased speed to service, drive and smash for many, many years, and, "J. D." our sales have also shown increased speed—we believe also due to the slotted throat. But our claim is not an arbitrary one. We believe our sales could not increase were our claims "baseless," and our quality. Logically, therefore, the slot must increase speed, for one "cannot fool all of the people all of the time." Our claim is not based on an advertising thought. It is based chiefly on letters and notes from good customers, who, besides displaying the various advantages of "J. D." also set to the "speed" quality in no mistakable language. Come and see them, "J. D."

HARRY C. LEE.

Two other letters came from correspondents—one calling J. D.'s complaint "a cheap wall" and the other containing these remarks:

It seems to me that your generally valuable and frequently entertaining column loses force when it contains a trivial criticism like that of J. D. and the virtues of Lee rackets.

In the first place, Lee's claim that the slotted throat increases speed of stroke is, at worst, a harmless type of advertising exaggeration, not unlike that of the ad. in to-day's Tribune which pictures a corset that will cure backache. But more important is the fact that the claim may or may not be true, despite J. D.'s inability to become one of the country's first ten by the aid of the Dreadnought Driver. After an experience of many years with all sorts of rackets, I really believe I get "a little more on the ball" with a Lee racket than with others—not enough to make a great difference, but enough to make me sympathize with the slight exaggerations in Lee advertising.

We are glad that W. mentioned that corset advertisement, for it illustrates the point exactly. Advertising used to be largely a matter of suggestion. They say that in the old days no newspaper would ever dare to let at least on a par, if not a step ahead of New York stores. Needless to say, the candy was excellent.

"If candies are not received by you in good condition, the purchase money will be refunded" is the essential part of the guarantee, and as such it passes the holeproof test. It is the wiser merchant who provides against the thousandth case by an air-tight, money-back guarantee.

The soundest advertising to-day is based on what merchandise actually is or does—not on what its makers hope or believe that it is or does. And on that basis the score is now thirty-love, J. D. leading.

WHILE in Providence, R. I., last week, I had occasion to purchase a box of bonbons, and found the inclosed guarantee. Can you find any holes in it? Gibson's is a small store in a small city, but seems to be at least on a par, if not a step ahead of New York stores. Needless to say, the candy was excellent.

C. H. FORSBERG.

(The next Ad-Visor will appear on Sunday, October 29.)



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A new belt-back overcoat

Distinctively a young men's style

IT'S a Varsity Six Hundred; the back is just as good looking as the front; ought to be, of course. This style is single or double breasted, half-belt in two parts; we make it also without the belt, with regular or adjustable collar. And of all-wool fabrics.

Ask your clothier for the Varsity Six Hundred. Our label is a small thing to look for, a big thing to find

Hart Schaffner & Marx
Good Clothes Makers

Overcoats for warmth, for comfort, for style; overcoats for men and young men; overcoats in every model and fabric.

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Broadway, Cor. 29th } 246-248 West 126th } Evenings

The Tribune

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